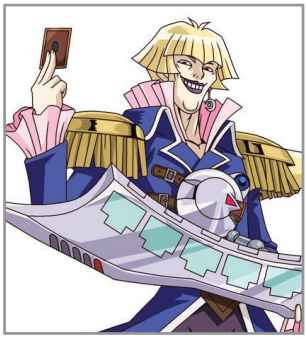
SHONEN JUMP'S
Yu-Gi-Oh!
GX
Style Guide



SHONEN JUMP'S Yu-Gi-Oh! GX

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PRODUCT & ADVERTISING APPROVALS

The 4Kids Entertainment/YU-GI-OH! GX approval process ensures that all advertising, product and packaging materials are approved throughout each stage of the development process. Through this process, we are able to maintain the exact specifications that we require, and in turn save licensees any unwarranted expenditive of time or money.

The following are the five stages of development and approval that are necessary to produce anything for 4Kids Entertainment/YU-GI-OH! GX. Please be sure to complete an approval form contained in this manual and submit it to the proper person.

The stages of development will vary depending on the advertising program or product being produced. The stages are:

1. CONCEPT ART

Product Concept or Advertising Concept (Black & White or Color Artwork) - Initial concept is submitted at this stage. 4Kids Entertainment/YU-GI-OH! GX will review and make any necessary changes to the product design at this stage in order to meet the proper guidelines.

LEGAL

Trademark and Copyright - 4Kids Entertainment/YU-GI-OH! GX will review and include, if necessary, the proper trademark and copyright for the materials submitted.

2. REVISED ARTWORK SUBMISSION

After revisions are made, they must be submitted for a final approval. Materials cannot be produced without the final approval of 4Kids Entertainment/YU-GI-OH! GX.

3. PRE-PRODUCTION SAMPLE

A preproduction sample must be submitted and approved prior to a production run of any product.

3D SAMPLES

Always provide clear turnaround photos for each sculpt.

2D SAMPLES

Provide a color copy or digital images.

4. PRODUCT SAMPLES

4Kids Entertainment/YU-GI-OH! GX must receive 20 product samples of all finished product to maintain quality standards and accurate records.

5. PROOF PRINT

When operating with a Digital Printing Process, please note whether you can provide a proof print (match print) on the approval form. If unable to provide a proof print, please submit a print out in ACTUAL size.

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LICENSED PRODUCT LICENSING APPROVAL FORM

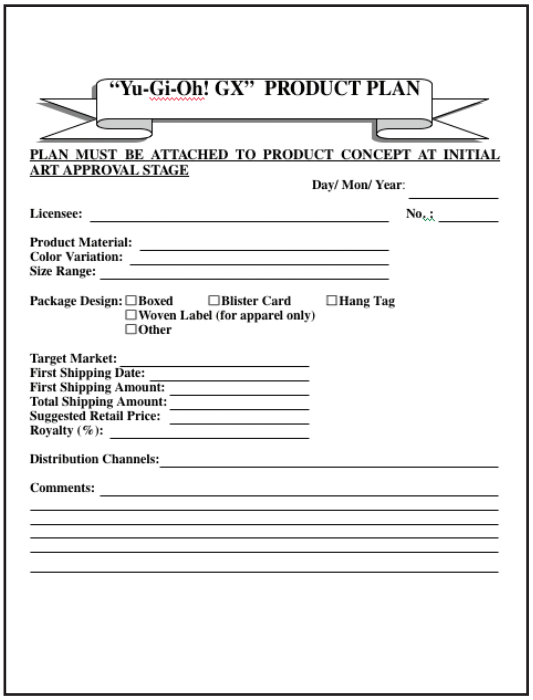
Before any product is produced, it must receive final approval. The Merchandising/ Licensing Form ("Approval Forms") must be completed outlining complete licensing details.

1. **All "Approval Form" requests are sent to 4Kids Entertainment. All requests for approval and review must be accompanied by the Approval Form.**

2. **All submissions must include a YU-GI-OH! GX Product Plan with the first concept submission. Please be sure to include the suggested retail price and the ship date.**

3. **Once received, 4Kids Entertainment will review submissions. Comments for required revisions or approval will be made on the form and returned to the licensee.**

4. **The typical approval time for a standard request is ten (10) business days.**



"Yu-Gi-Oh! GX" PRODUCT PLAN

PLAN MUST BE ATTACHED TO PRODUCT CONCEPT AT INITIAL ART APPROVAL STAGE

Day/ Mon/ Year: _____

Licensee: _____ No.: _____

Product Material: _____
Color Variation: _____
Size Range: _____

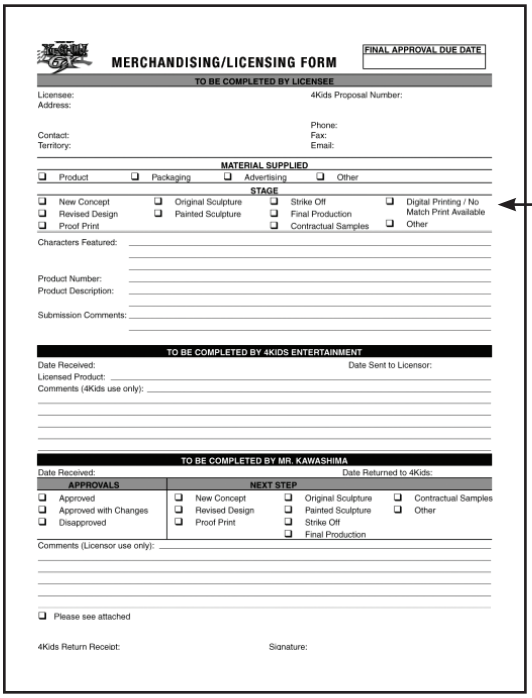
Package Design: ☐Boxed ☐Blister Card ☐Hang Tag
☐Woven Label (for apparel only)
☐Other

Target Market: _____
First Shipping Date: _____
First Shipping Amount: _____
Total Shipping Amount: _____
Suggested Retail Price: _____
Royalty (%): _____

Distribution Channels: _____

Comments: _____

YU-GI-OH! GX Product Plan



MERCHANDISING/LICENSING FORM

FINAL APPROVAL DUE DATE

TO BE COMPLETED BY LICENSEE

Licensee: 4Kids Proposal Number:
Address:
Phone:
Contact: Fax:
Territory: Email:

MATERIAL SUPPLIED

☐ Product ☐ Packaging ☐ Advertising ☐ Other

STAGE

☐ New Concept ☐ Original Sculpture ☐ Strike Off ☐ Digital Printing / No Match Print Available
☐ Revised Design ☐ Painted Sculpture ☐ Final Production ☐ Other
☐ Proof Print ☐ Contractual Samples

Characters Featured:

Product Number:
Product Description:

Submission Comments:

TO BE COMPLETED BY 4KIDS ENTERTAINMENT

Date Received: Date Sent to Licensor:
Licensed Product:
Comments (4Kids use only):

TO BE COMPLETED BY MR. KAWASHIMA

Date Received: Date Returned to 4Kids:

APPROVALS	NEXT STEP		
☐ Approved	☐ New Concept	☐ Original Sculpture	☐ Contractual Samples
☐ Approved with Changes	☐ Revised Design	☐ Painted Sculpture	☐ Other
☐ Disapproved	☐ Proof Print	☐ Strike Off	
		☐ Final Production	

Comments (Licensor use only):

☐ Please see attached

4Kids Return Receipt: Signature:

YU-GI-OH! GX Licensing Approval Form

*** Digital Printing must be indicated at the concept submission stage**

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TRADEMARKS & COPYRIGHT

The protection of 4Kids Entertainment/YU-GI-OH! GX characters and trademarks is of great importance.
To facilitate your correct usage, here are the general guidelines:

• The likenesses, names, sayings, drawings and renditions of all characters are protected by copyright and trademark laws, and their use must be approved.

• All character names are trademarks and should not be covered or distorted on the products.

A legible copyright and trademark notice must be included on all finished product, packaging, and advertising and promotional material. When a character appears multiple times on the same product, one copyright and trademark notice may be sufficient.

Submit the appropriate copyrights and trademark notices to your 4Kids Entertainment/ YU-GI-OH! GX contact for approval prior to use. Licensees must not assume approval is given unless specifically notified by 4Kids Entertainment/YU-GI-OH! GX in writing.

Notices: 4KIDS ENTERTAINMENT/YU-GI-OH! GX:
Standard Copyright: © 1996 Kazuki Takahashi
© 2004 NAS•TV TOKYO

Shortened Copyright: © 96KT
(by written permission only) © 04 N • TX

* Rules to follow when applying the copyright
• Always allign text flush left
• Always use the same font

COLORS

Colors shown throughout the 4Kids Entertainment/YU-GI-OH! GX Style Guide are not intended to exactly match the PANTONE color standards. The standards for PANTONE colors can be found in the current edition of the PANTONE® Color Formula Color Guide 2001.

Whichever printing process or material you use, please match your colors to the PANTONE numbers for coated stock listed throughout the Style Guide. PANTONE® is a registered trademark of PANTONE® Inc.

If you can use the 4 color separation (RGB) we have given you, then please do so. Use the pantones only if you can not use the 4 color separation.

NO UNAUTHORIZED USE

This Style Guide is intended for your use in developing character merchandise; this is its sole purpose. Pursuant to your applicable license agreement with 4Kids Entertainment, no part of this Style Guide, or any reproduction thereof, may be publicly displayed or transferred by you to any other party for any purpose whatsoever. Unauthorized use of this Style Guide could result in both criminal and civil penalties.

Yugioh_GX_4_Color.eps

Yugioh_GX_1_Color.eps

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Yugioh GX Blister.tif

Yugioh GX Blister_Alternate.tif

ABCDEFG
abcdefghi

Megahertz - in

ABCDEFG
abcdefghi

Megahertz - out

ABCDEFG
abcdefghi

Megahertz - in Italic

ABCDEFG
abcdefghi

Megahertz - out Italic

ABCDEFGHIJKL
abcdefghijklm

Eurostile - Bold

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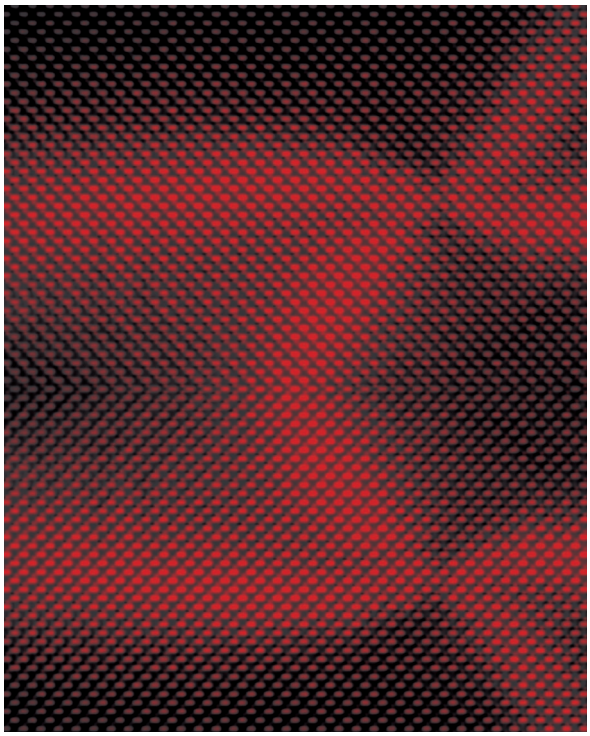

Packaging_Background.tif

Duel_Disk.tif

Jaden_Yuki_03.tif

Text_Holder.tif

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Hangtag_GX_Front

Hangtag_GX_Back

Necklabel_GX.eps

Official_Licensed_Seal_GX.eps

Necklabel_Back_GX.eps

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GET YOUR GAME ON!

Phrase_GX_01.eps

THAT'S GAME!

Phrase_GX_02.EPS

SWEET!

Phrase_GX_03.EPS

That's Game!

Phrase_GX_04.EPS

SWEET!

Phrase_GX_05.EPS

GET YOUR GAME ON!

Phrase_GX_06.EPS

THAT'S GAME

Phrase_GX_07.EPS

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Border_01_GX.eps

Border_02_GX.eps

Border_03_GX.eps

Border_04_GX.eps

Border_05_GX.eps

Border_06_GX.eps

Border_07_GX.eps

Border_08_GX.eps

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Border_09_GX.eps

Border_10_GX.eps

Border_11_GX.eps

Border_12_GX.eps

Border_13_GX.eps

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Border_15_GX.eps

Border_16_GX.eps

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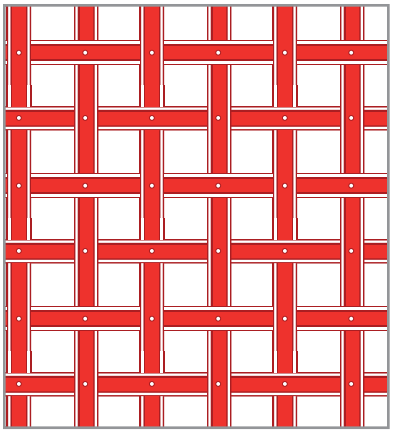

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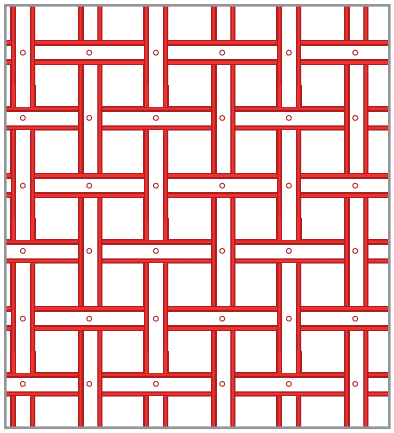

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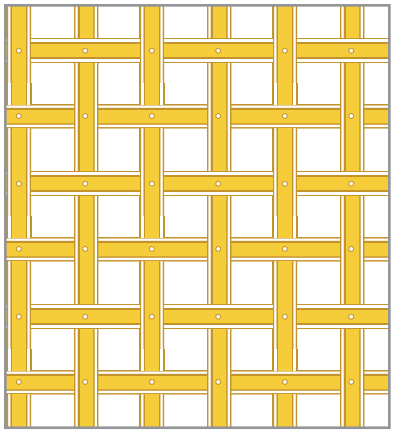

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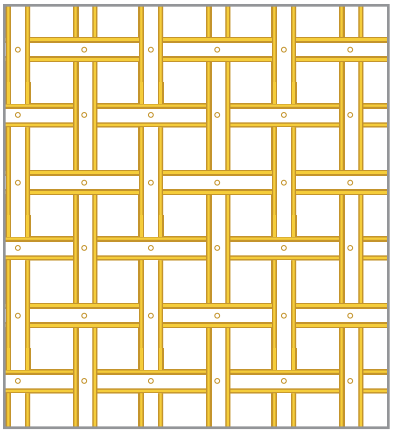

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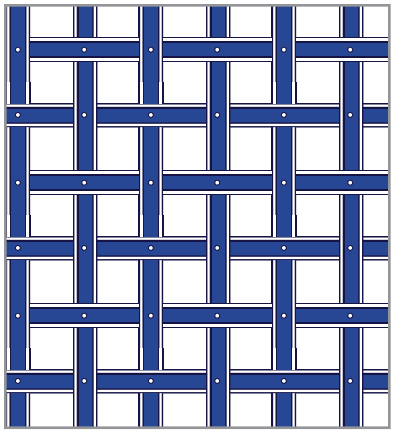

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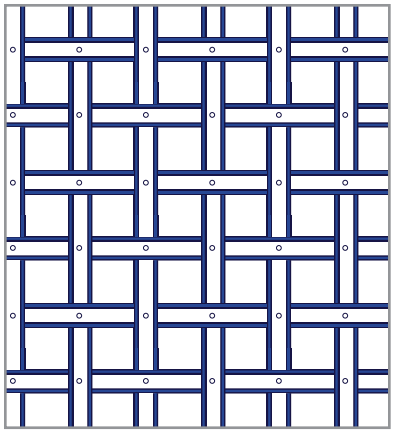

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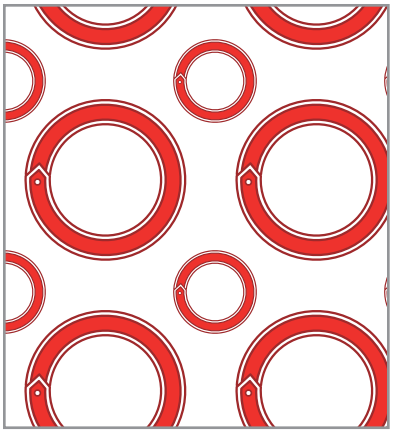

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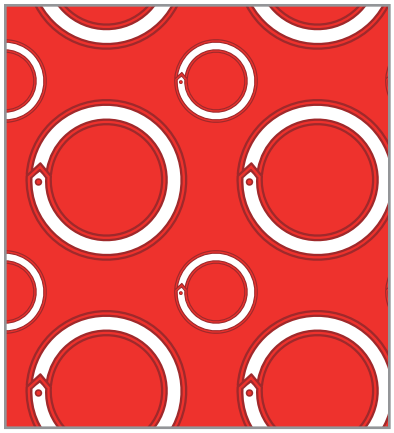

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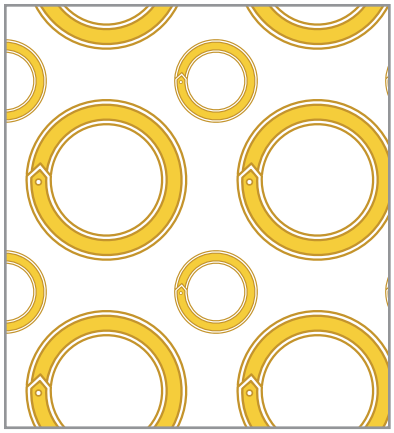

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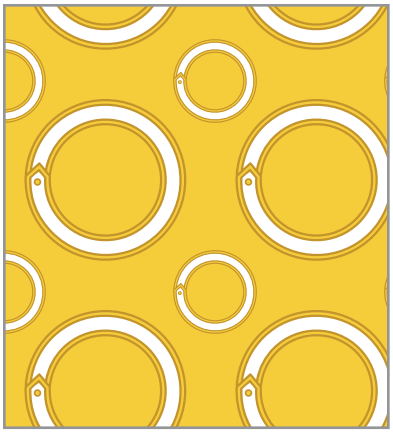

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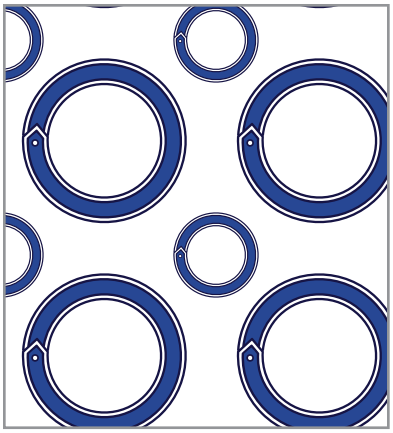

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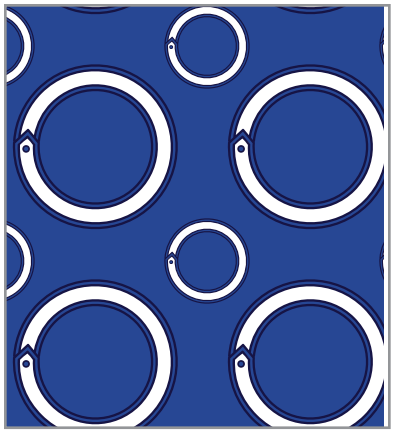

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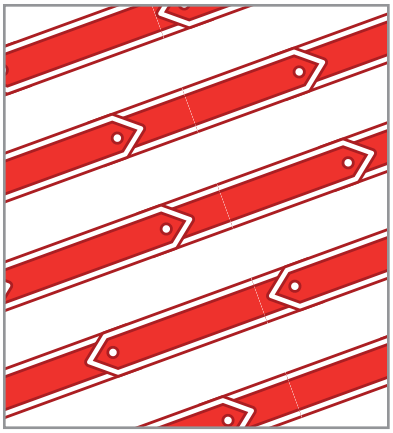

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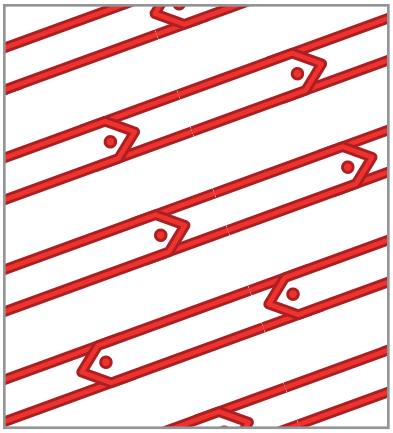

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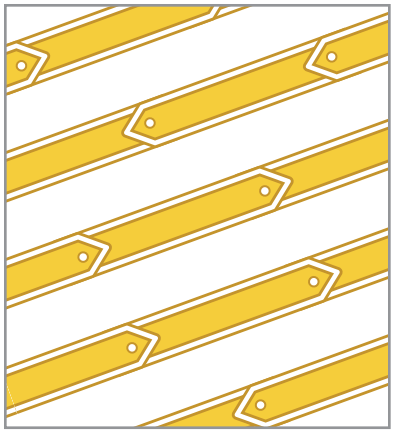

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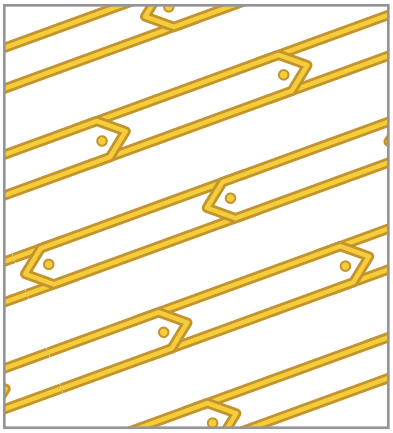

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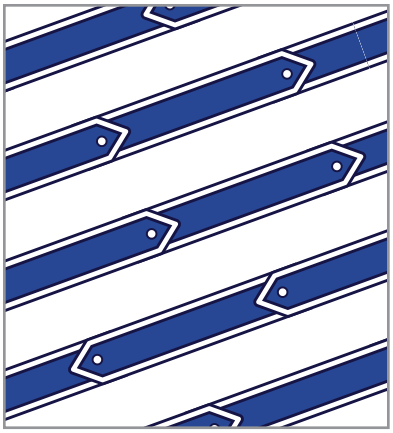

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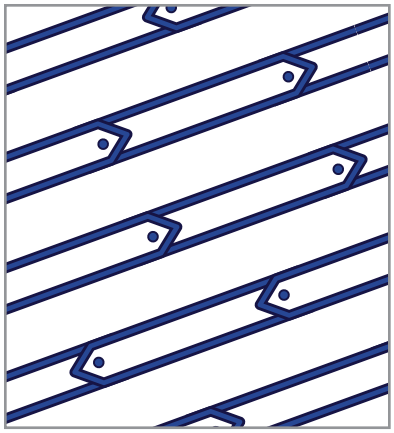

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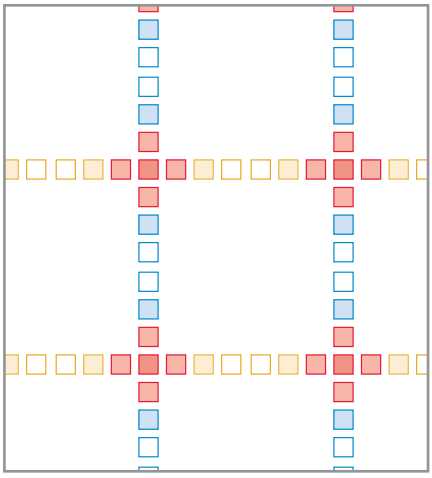

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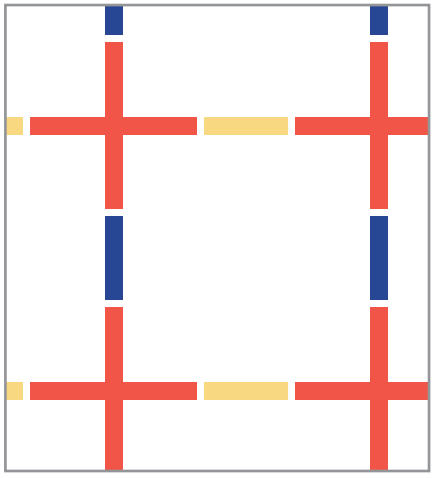

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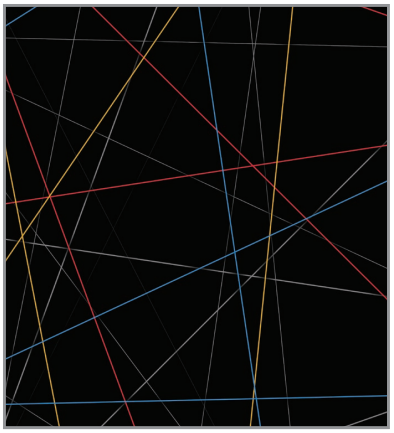
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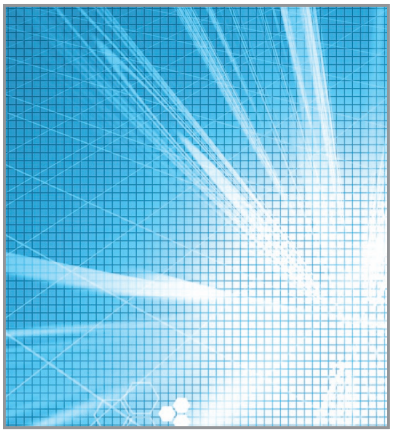
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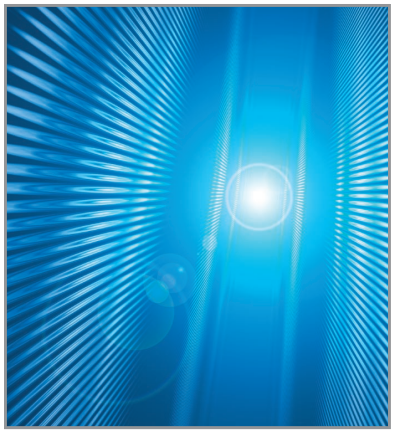
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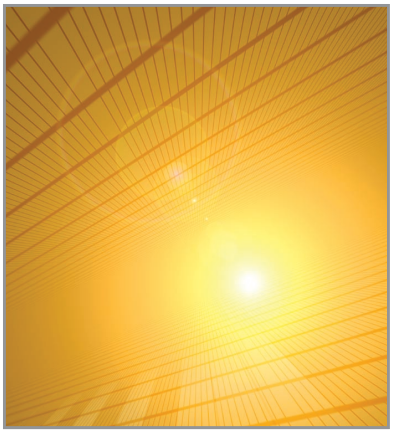
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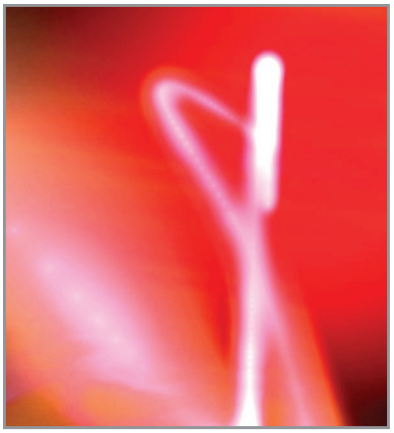
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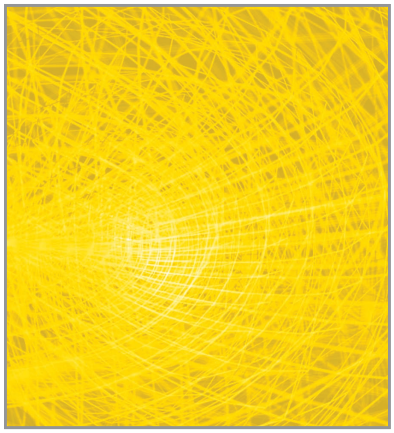
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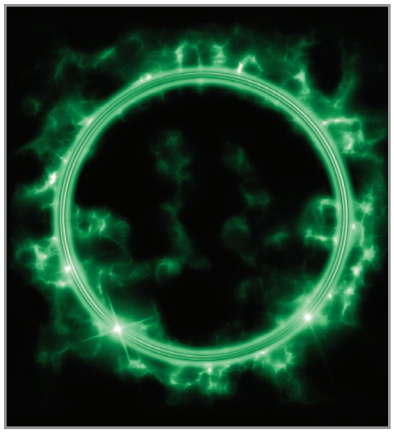

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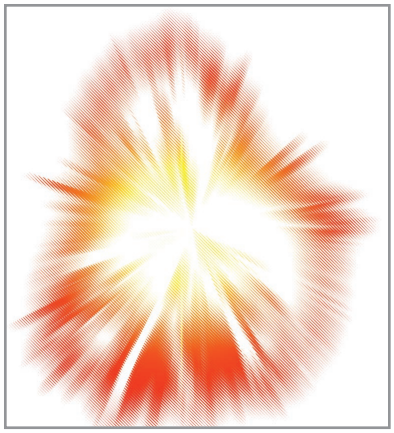

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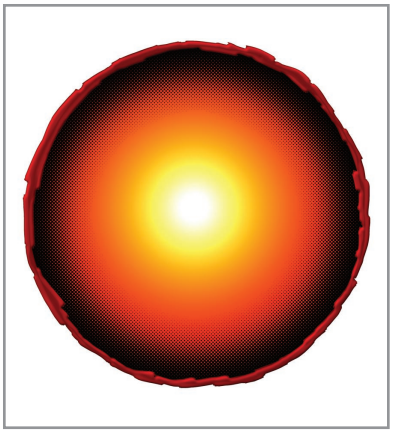

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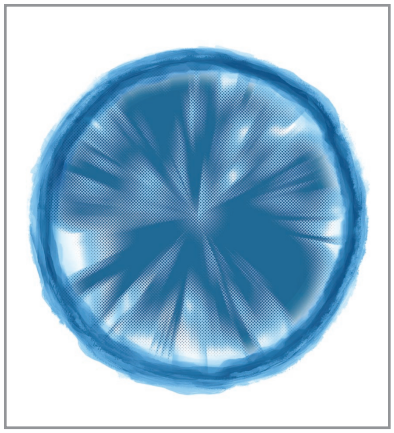

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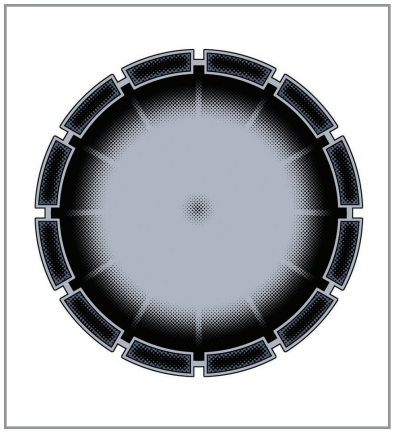

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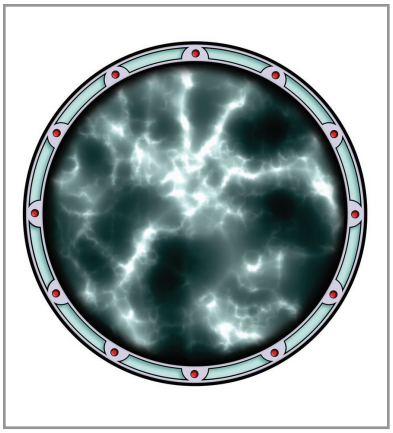

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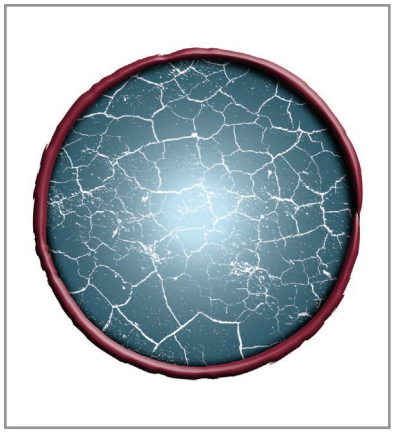

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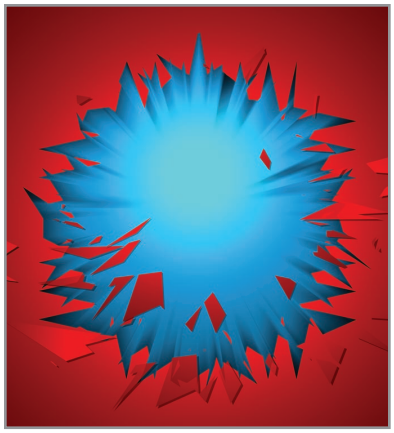

Background_GX_18.tif

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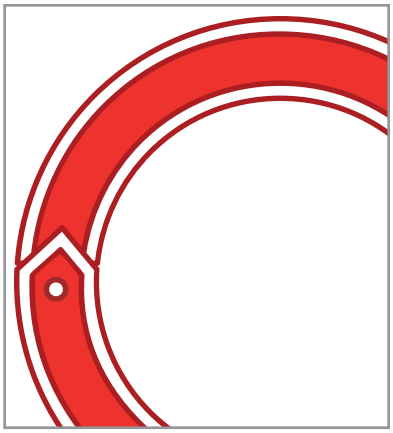
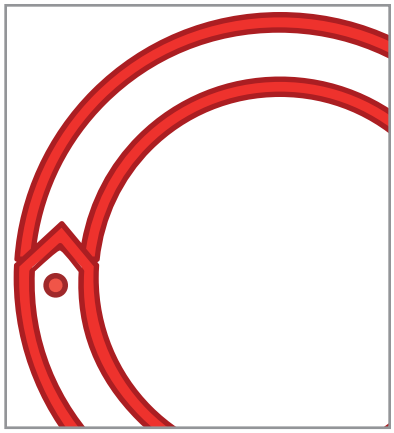
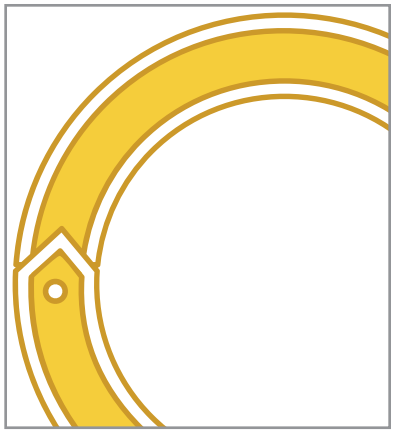


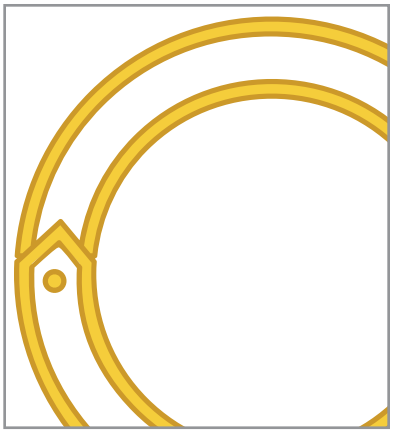
Frame_01_GX.eps



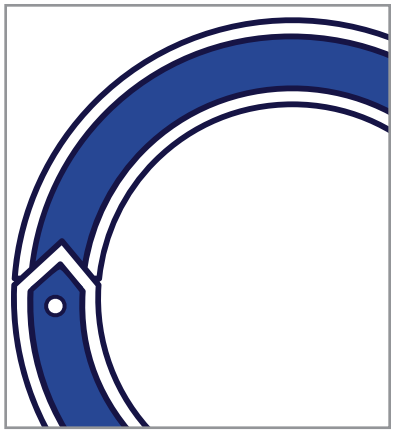
Frame_02_GX.eps



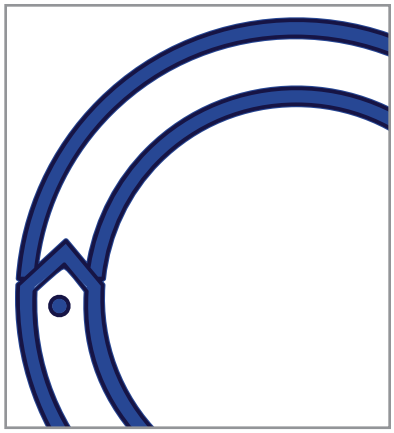
Frame_03_GX.eps



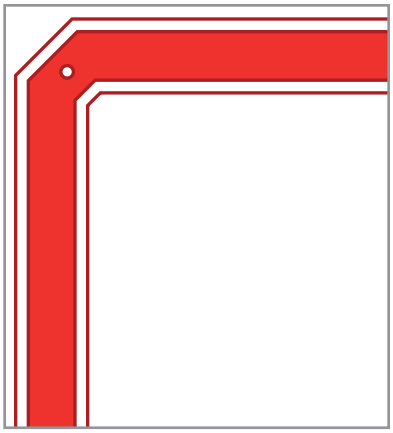
Frame_04_GX.eps



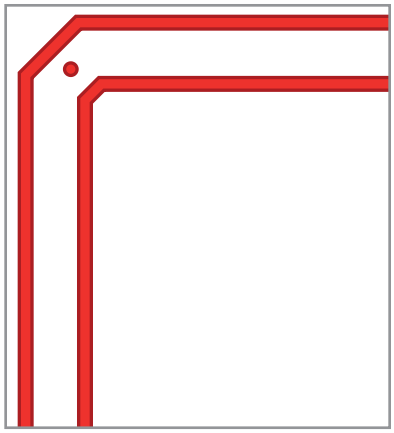
Frame_05_GX.eps



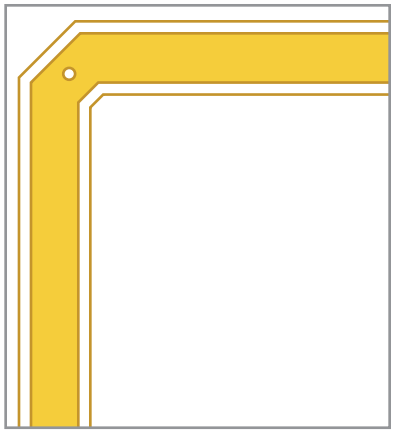
Frame_06_GX.eps



Frame_07_GX.eps



Frame_08_GX.eps



Frame_09_GX.eps

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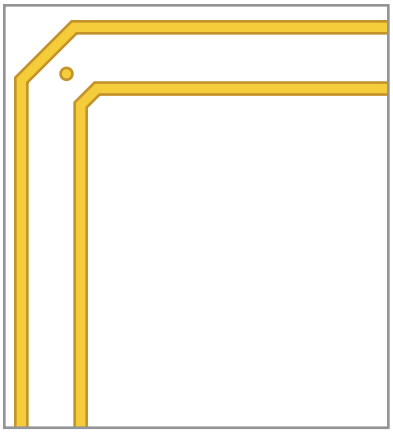
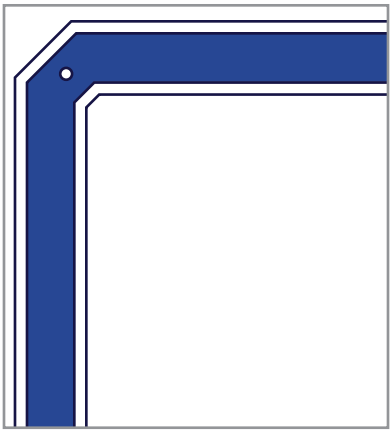
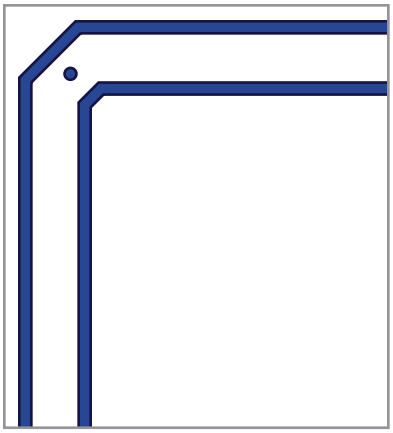


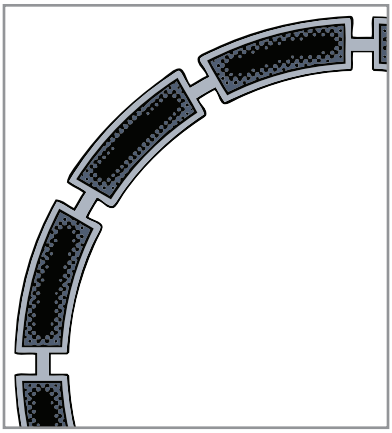
Frame_10_GX.eps



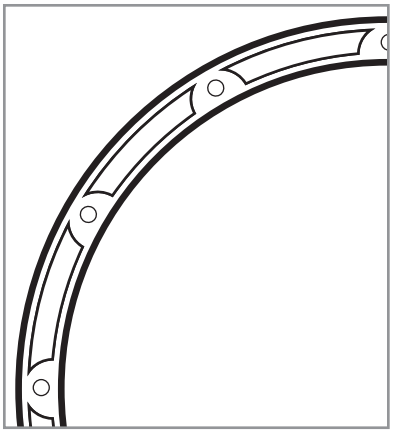
Frame_11_GX.eps



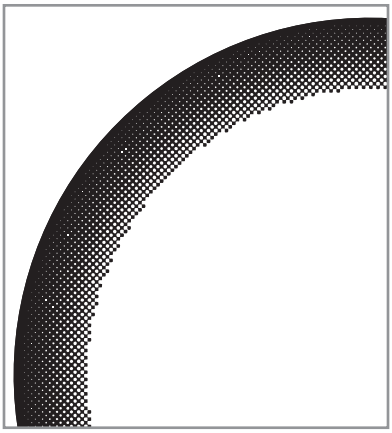
Frame_12_GX.eps



Frame_13_GX.eps



Frame_14_GX.eps



Frame_15_GX.eps

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Icon_GX_01.tif

Icon_GX_02.tif

Icon_GX_03.tif

Icon_GX_04.tif

Icon_GX_05.tif

Icon_GX_06.tif

Icon_GX_07.tif

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Slifer Red·Ra Yellow·Obelisk Blue

Groupshot_GX_01.tif

Groupshot_GX_02.tif

Groupshot_GX_03.tif

Groupshot_GX_04.tif

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Groupshot_GX_12.tif

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Groupshot_GX_13.tif

Groupshot_GX_14.tif

Groupshot_GX_15.tif

Groupshot_GX_16.tif

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Jaden_Yuki_01
Main Character

Jaden_Yuki_02
Main Character

Jaden_Yuki_03
Main Character

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Jaden_Yuki_04
Main Character

Jaden_Yuki_05
Main Character

Jaden_Yuki_06
Main Character

Jaden_Yuki_07
Main Character

Jaden_Yuki_08
Main Character

Jaden_Yuki_09
Main Character

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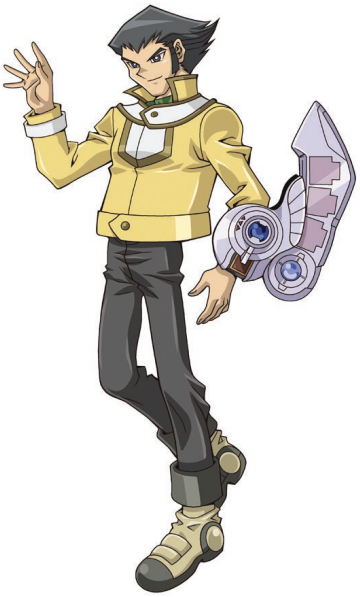
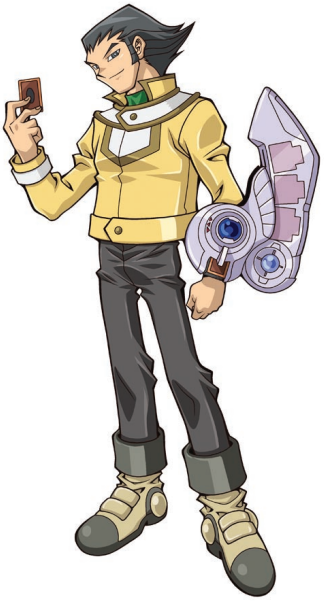
Alexis_Rhodes_01

Alexis_Rhodes_02

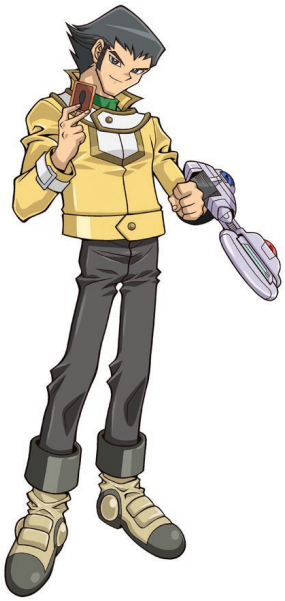
Bastion_Misawa_01



Bastion_Misawa_02



Bastion_Misawa_03



Bastion_Misawa_04

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Chazz_Princeton
Yuki's Rival

Chumley_Huffington_01
Yuki's Roommate

Chumley_Huffington_02
Yuki's Roommate

Chumley_Huffington_03
Yuki's Roommate

Dr.Vellian_Crowler
Instructor_Mean

Syrus_Truesdale_01
Yuki's_Roommatee

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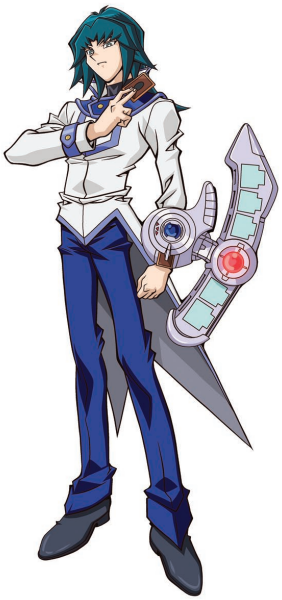
Syrus_Truesdale_02
Yuki's_Roommate

Syrus_Truesdale_03
Yuki's_Roommate



Zane_Truesdale_01

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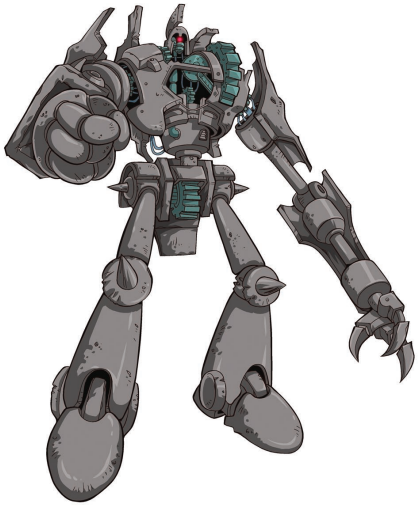
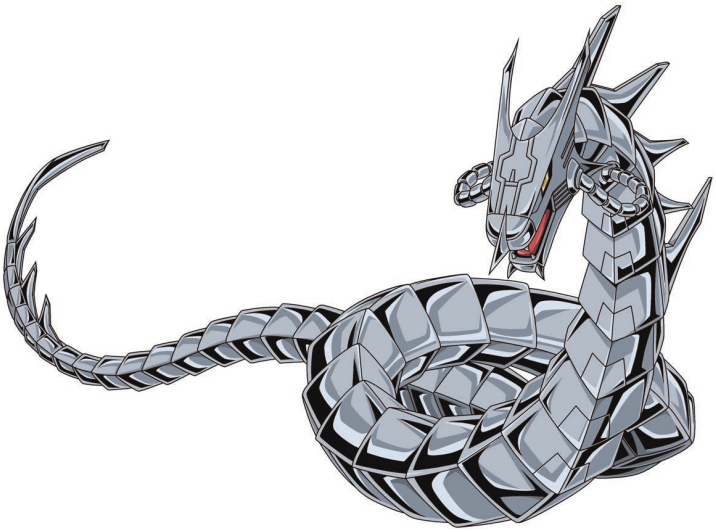


Ancient_Gear_Golem.tif
Dr.Vellian's_Monster

Blade_Skater.tif
Alexis's_Monster

Chthonian_Soldier.tif
Chazz's_Monster

Cyber_Blader.tif
Alexis's_Monster



Cyber_Dragon.tif
Zane's_Monster

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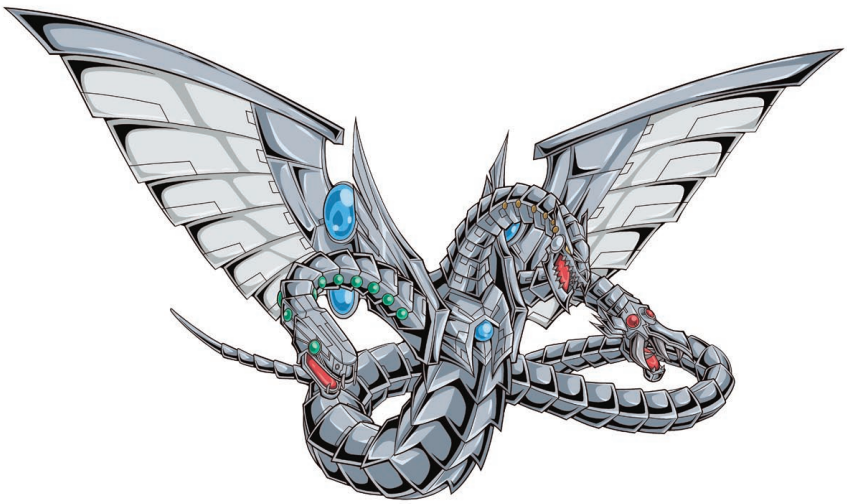
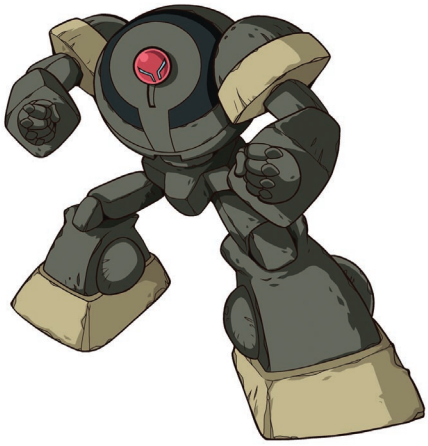


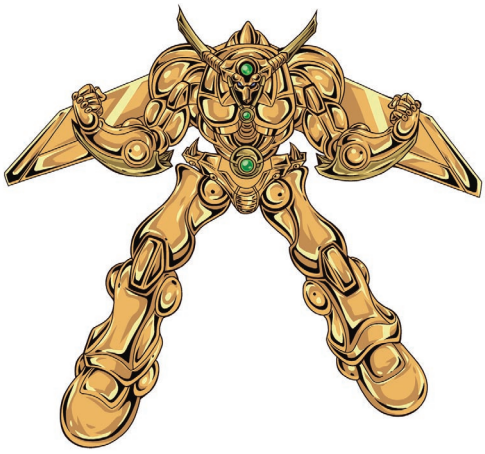
Cyber_End_Dragon
Zane's_Monster

Elemental_Hero_Burstinatrix_01
Jaden's_Monster



Elemental_Hero_Clayman
Jaden's_Monster

Elemental_Hero_Avian_01
Jaden's_Monster



Elemental_Hero_Bladedge
Jaden's_Monster

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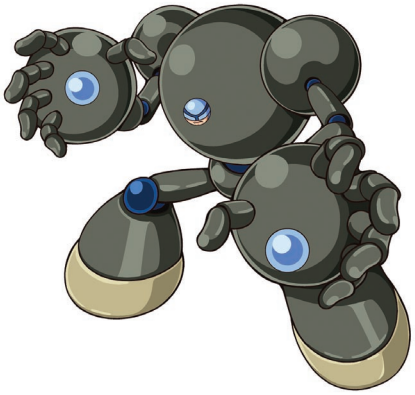
Elemental_Hero_Bubbleman_01
Jaden's_Monster



Elemental_Hero_Madballman
Jaden's_Monster

Elemental_Hero_RampartBlaster
Jaden's_Monster

Elemental_Hero_Sparkman_01
Jaden's_Monster

Elemental_Hero_Tempest_01
Jaden's_Monster

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Elemental_Hero_ThunderGiant
Jaden's_Monster

Elemental_Hero_Wildheart
Jaden's_Monster

Elemental_Hero_FlameWingman
Jaden's_Monster

Etoile_Cyber
Alexis's_Monster

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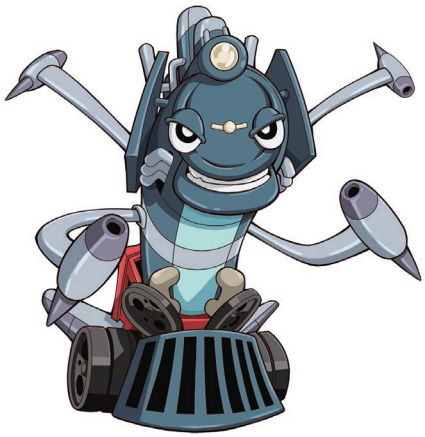
Gyroid.tif
Syrus's_Monster

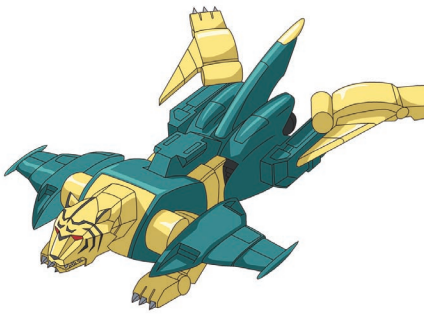
Hydrogeddon
Bastion's_Monster



Steam_Gyroid
Syrus's_Monster

Steamroid
Syrus's_Monster

Terrorking_Arch_fiend_01
Titan's_Monster



V-Tiger_Jet
Chazz's_Monster

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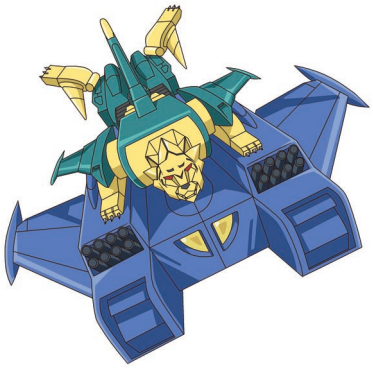
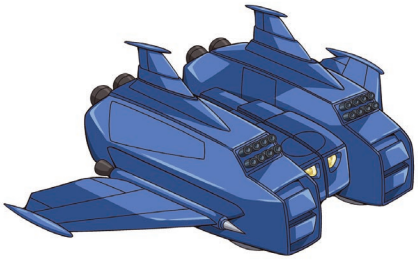


VW-Tiger_Catapult
Chazz's_Monster

VWXYZ_Dragon_Catapult_Cannon
Chazz's_Monster



W-Wing_Catapult
Chazz's_Monster

Water_Draon
Bastion's_Monster

Winged_Kuriboh_01
Jaden's_Monster

Winged_KuribohLV10_01
Jaden's_Monster

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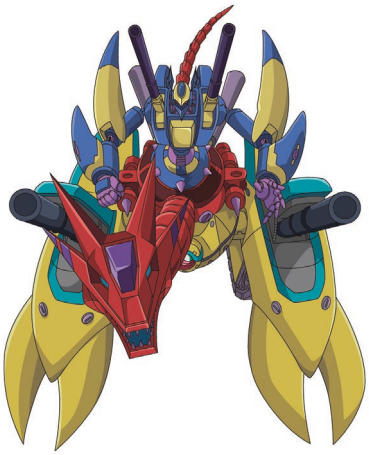
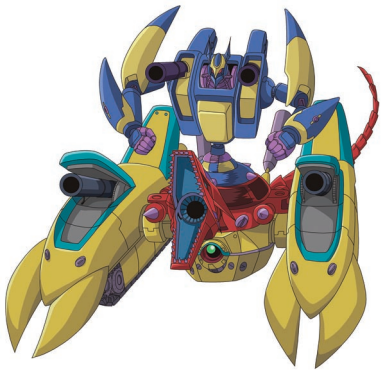
X_Head_Cannon
Chazz's_Monster

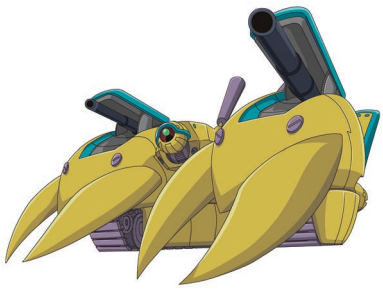


XYZ_Dragon_Cannon_01
Chazz's_Monster



XYZ_Dragon_Cannon_02
Chazz's_Monster

Y-Dragon_Head
Chazz's_Monster



Z-Metal_Tank
Chazz's_Monster

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